

A2-Central Catalog

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August 1990

New Stuff

Apple IIgs Toolbox Reference: Volume 3

This is the long-awaited third volume of Apple's Apple IIgs Toolbox Reference manuals. It includes information on toolsets that Apple has added since Volume 2 and it updates information on many of the Volume 1 and 2 tools.

New tools include: Audio Compression and Expansion Tool Set, MIDI Tool Set, Note Sequencer, Note Synthesizer, Resource Manager, Scheduler, and TextEdit Tool Set.

Updates are included for: Apple Desktop Bus Tool Set, Control Manager, Desk Manager, Dialog Manager, Event Manager, Font Manager, Integer Math Tool Set, LineEdit

Tool Set, List Manager, Memory Manager, Menu Manager, Miscellaneous Tool Set, Print Manager, QuickDraw II, QuickDraw II Auxiliary, Sound Tool Set, Standard File Operations Tools Set, Text Tool Set, Tool Locator, and Window Manager.

New appendices include full information on Resource Types, a guide to changes in the toolbox since the IIgs was introduced, and programming examples.

Volume 3 is printed in an 8-1/2 x 11 inch format. It is bound with a soft cover, but the pages have been punched for a 3-ring binder should you choose to remove the cover and store the pages in a binder.

AW-036 Toolbox Ref, Vol 3 \$39.95

Object Module Manager

This new program from the Morgan Davis Group is a sophisticated "memory manager" for assembly language modules used under ProDOS 8 and Basic.system. It supports built-in ampersand command parsing, relocates modules from disk into memory, allows modules to be removed from memory, and provides a way for modules to communicate with each other.

The package includes sample source files in Orca/M (APW) and Merlin formats, the Object Module Manager system with source code interface and runtime files, and 15 pages of on-disk documentation.

MD-002 Object Module Manager \$24.95

Hot Stuff

Save hot summer money! Prices good till August 31 only!

2400 Baud SupraModem & Talk Is Cheap & cable

Get into telecommunications with this special summer offer. The SupraModem is a Hayes-compatible modem that works at all common baud rates up to 2400. You'll also get the *Talk Is Cheap* communications software package and a cable (please specify IIgs/IIC 8-pin cable, old IIC 5-pin cable, or IIC 19-pin cable). Add in the standard A2-Central "Join GENie Free" offer and you'll be having fun online at a super summer price.

A2-S1 Summer modem bundle \$149.95

HyperStudio & Stack-Central

If you have a IIgs but you don't have *HyperStudio* you're missing what this computer is all about. Now's your chance to get a copy of the program as well as a subscription to our 6-(two-disk)-issues-per-year publication, *Stack-Central* for just \$74 more than a subscription alone!

	Stack-Central	Stack-Cntrl only	Stack-Cntrl & HyperStudio
1-year (6 issues)	SC-1 \$42	SCWH-1 \$116	
2-year (12 issues)	SC-2 \$81	SCWH-2 \$155	
3-year (18 issues)	SC-3 \$117	SCWH-3 \$191	

Exploring the Apple IIgs

By Gary Little. This is as fine a programmer's introduction to the Apple IIgs as you'll find anywhere, and we have it this summer at *less than half its regular price!*

AW-017 Exploring the Apple IIgs \$9.95

Assembly Language for the Applesoft Programmer

By Finley & Myers. A classic introduction to 6502 assembly language at a better-than-classic price.

AW-012 Asm Lang for Applesoft Prog \$9.95

Apple IIgs Technical Library Set

LAST CHANCE!--Your order must be postmarked by July 31!

Apple IIgs Technical Library Set--\$49.95

by Special Arrangement with Addison-Wesley and Apple Computer

Now **A2-Central** subscribers can get all six books at the heart of the Apple IIgs Technical Library—a \$148.70 value—for just \$49.95 plus postage.

The six books include:

<i>Technical Introduction to the Apple IIgs</i>	\$9.95
<i>Programmer's Introduction to the Apple IIgs</i>	\$32.95
<i>Apple IIgs Firmware Reference Manual</i>	\$24.95
<i>Apple IIgs Hardware Reference Manual</i>	\$26.95
<i>Apple IIgs Toolbox Reference, Volume I</i>	\$26.95
<i>Apple IIgs Toolbox Reference, Volume II</i>	\$26.95

These are the official Apple IIgs manuals, which were written by Apple Computer and published by

Addison-Wesley as part of its Apple Technical Library series.

We've already sold more of these books than almost any other single outlet. Most of them were purchased by professional programmers. But the Apple II has traditionally been the computer non-professionals could program, too. New programming tools are making desktop programming much easier to those who have access to these books and the information they contain.

Apple wants to see these books in wider non-professional distribution. So Apple, Addison-Wesley,

and **A2-Central** got together to bring you this special deal.

AW-SET Apple IIgs Library Set \$49.95

Together, these books weigh 15 pounds—over 6.5 kilograms. Please select your choice of shipping method and cost:

		surface	airmail
SHIP	U.S.	\$4.80	\$15.00
	Canada	\$11.50	\$16.00
	Central America, Caribbean	\$11.50	\$30.00
	South America, Europe	\$11.50	\$60.00
	Mid-East, Africa, Asia, Australia, New Zealand	\$11.50	\$90.00

Subscribers only--Offer expires July 31, 1990.

The A2 Software Shelf

AppleWorks

JE-001	FlexiCal (AppleWorks 2.x or 3.0)	(see 7/90)	\$30.00
JE-004	Mr. Invoice (AppleWorks 3.0)	(see 7/90)	\$40.00
JE-005	Pathfinder (AppleWorks 2.x)	(see 7/90)	\$20.00
JE-006	SpellCopy (AppleWorks 3.0)	(see 7/90)	\$12.50
JE-007	DoubleData (AppleWorks 3.0)	(see 7/90)	\$30.00
QC-001	SuperPatch (AppleWorks 2.x or 3.0)	(see 3/90)	\$39.95
BB-004	Beagle AppleWorks 3.0 Companion	(see 5/90)	\$39.95

Data Base Software

SE-001	DB Master Professional	(see 1/90)	\$245.00
SE-002	DB Master Programmer's Pak	(see 5/90)	\$129.00

Development Software

SS-007	Genesys (GS/OS Resource Creator/Editor)	(see 6/90)	\$99.00
MD-001	MD-Basic (Applesoft pre-compiler)	(see 5/90)	\$49.95
MD-002	Object Module Manager	(see 8/90)	\$24.95
BB-003	Program Writer (Applesoft program editor)	(see 1/90)	\$37.50
BB-002	Beagle Compiler (ProDOS Applesoft compiler)	(see 1/90)	\$59.00
MS-002	Micol Advanced BASIC for IIe/IIc	(see 1/90)	\$89.00
MS-001	Micol Advanced BASIC for the IIgs	(see 1/90)	\$99.00
RW-002	Merlin 8/16 (DOS 3.3, ProDOS 8, GS/OS)	(see 1/90)	\$99.00
AW-033	Programmer's Online Companion for the IIgs	(see 1/90)	\$37.50

Graphics

JE-003	MiniPaint (for IIgs)	(see 7/90)	\$25.00
RW-004	Graphics Exchange (for IIgs)	(see 1/90)	\$37.50

Hyper Media

RW-005	HyperStudio (for IIgs)	(see 1/90)	\$129.00
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Education

DR-001	Diversi-Tune (for IIgs)	(see 1/90)	\$59.00
SB-001	GSNumerics (for IIgs)	(see 4/90)	\$139.95

Fonts

FC-001	A2-Central Font Collection	(see 3/90)	\$39.00
8 3.5 disks of fonts in ShrinkIt format			

Telecommunications

CS-001	Talk Is Cheap & GEnie Master	(see 3/90)	\$40.00
TH-001	GEnie Master	(see 3/90)	\$20.00

Utility Software

SS-006	Cross-Works (ProDOS<—>MS-DOS)	(see 4/90)	\$99.95
FD-001	Fastdata Pro (full-text search utility)	(see 1/90)	\$49.95
GB-001	Prosel 8 (for IIe/IIc)	(see 1/90)	\$40.00
GB-002	Prosel 16 (for IIgs, includes Prosel 8 features)	(see 1/90)	\$60.00
RW-003	SoftSwitch (program switcher for IIgs)	(see 1/90)	\$45.00
RW-006	MacroMate (universal macros for IIgs)	(see 1/90)	\$37.50

The A2 Paraphernalia Shelf

A2-001	10 generic blank 3.5 disks	(see 6/90)	\$9.49
A2-002	100 blank, continuous disk labels	(see 6/90)	\$1.99
A2-003	10 Static-Guard binder storage pages for 3.5 disks		\$9.97

The A2 Hardware Shelf

Batteries

NO-001	Nite Owl Slide-On Battery Kit for IIgs	(see 3/90)	\$14.95
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Cables (required with modem or printer)

RC-001	8' cable for IIgs/IIc-Plus	(see 1/90)	\$15.00
RC-002	8' cable for older IIc	(see 1/90)	\$15.00
RC-003	8' cable for serial cards	(see 1/90)	\$15.00

Fans

CTFAN-E	CIRTECH Cool-It fan for Apple IIe	(see 1/90)	\$49.00
CTFAN-GS	CIRTECH Cool-It fan for Apple IIgs	(see 1/90)	\$49.00

Math Co-Processors

IS-001	Floating Point Engine	(see 4/90)	\$249.00
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Modems

CD-002	Modem bundle: SC-001, CS-001, and 1 cable	(see 3/90)	\$184.00
SC-001	Supra 2400 baud external modem (120 volts)	(see 1/90)	\$139.00
CS-001	Talk Is Cheap & GEnie Master software	(see 3/90)	\$40.00

Network Connectors

OE-001	ModuNet 8-pin for IIe, IIgs, new Macs	(see 1/90)	\$34.95
OE-002	ModuNet 9-pin for old LaserWriters, old Macs	(see 1/90)	\$34.95

Printers

LC-001	Laser 190A serial printer	(see 1/90)	\$299.00*
LC-003	Laser 190A parallel printer	(see 1/90)	\$249.00*
LC-006	tractor feed attachment	(see 1/90)	\$59.95
LC-007	5 ribbons (also fit Epson LX-series, Olympia NP30)		\$14.95
*	120 volts. Surface shipping to Canada or APO/FPO adrs		\$25.00

Speakers

DR-002	SVI MA-100 speakers for the IIgs	(see 1/90)	\$129.00*
*	120 volts. Surface shipping to Canada or APO/FPO adrs		\$20.00

3.5 Disk Drives

AM-001	AMR 3.5 drive	(see 1/90)	\$199.00
AM-002	Laser 3.5 drive controller for IIe	(see 1/90)	\$59.00

Internal Hard Disk Drives

CT-CID20	CIRTECH 20-meg internal hard drive	(see 5/90)	\$695.00
CT-CID40	CIRTECH 40-meg internal hard drive	(see 5/90)	\$895.00

External Hard Disk Parts

AP-001	Apple High-Speed SCSI card	(see 5/90)	\$129.00
CT-SC	CIRTECH SCSI card	(see 1/90)	\$139.00
CV-001	RAMfast SCSI card	(see 7/90)	\$259.00
CH-001	Chinook Utilities for old Apple SCSI card	(see 1/90)	\$30.00
DC-001	Leadman case; 120 or 220V, 60W	(see 1/90)	\$139.00*
RC-004	SCSI cable, drive to SCSI card	(see 1/90)	\$30.00
DC-002	Seagate ST-296N-1 80meg SCSI assembly	(see 1/90)	\$559.00*
DC-006	SyQuest removable media hard drive	(see 6/90)	\$749.00*
DC-007	40-meg cartridge for SyQuest drive	(see 6/90)	\$119.00

CD-001	80-Meg hard drive easy-order bundle	(see 1/90)	\$699.00*
includes DC-001, DC-002, RC-004,			

*	Surface shipping to Canada or APO/FPO adrs		\$25.00
*	Surface shipping to other points outside U.S.		\$30.00

Memory Cards

Chinook RAM 4000--for IIgs memory expansion slot

CH-002-0	OK (no memory installed)	(see 5/90)	\$99.00
CH-002-1	1 Megabyte	(see 5/90)	\$185.00
CH-002-2	2 Megabytes	(see 5/90)	\$269.00
CH-002-4	4 Megabytes	(see 5/90)	\$429.00

StatDisk--for IIe or IIgs standard slots

SD-4	512K	(see 10/88)	\$389.00
SD-8	1 Meg	(see 10/88)	\$699.00

plusRAM PR-16--for IIe or IIgs standard slots

PR-16-1	1 Meg	(see 9/88)	\$359.00
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Memory chips

DRAM-1	Set of 8 1-meg chips for PR-16 or GS-8		\$86.00
SRAM-32	Set of 2 chips for StatDisk (64K)		\$30.00

A2-Central Summer Conference Tapes

Apple IIGs

Apple IIGs System Software Update

Leaders: Fern Bachman, Jim Merritt, Jim Mensch, Greg Branche

Members of Apple's IIGs engineering team bring us up to date with news since last year's network-aware System 5 release, with its added Resource Manager and TextEdit tools. Hear about Apple IIGs Toolbox and driver enhancements, system software directors, as well as product development tips to ensure ongoing compatibility.

ATO-01 50 minutes

Sounds Spectacular! New Apple IIGs Sound Tools

Leader: Mark Cecys

You won't believe your ears when you hear what you can build with Apple IIGs sound tools. Nor will you believe the versatility and ease of use of this new sound software, described by its creator, IIGs Sound Engineer Mark Cecys.

ATO-02 50 minutes

Unleashing the Sound of the Apple IIGs

Leaders: Lane Roth, Chris McKinsey, Bill Heineman

Learn how to access the powerful Ensoniq sound chip of the Apple IIGs. Source code and utilities will be distributed (bring a disk) so that even beginners can create music and play sounds using the methods that will be revealed.

ATO-03 50 minutes

Introducing the Apple IIGs Animation Toolkit

Leader: Jim Mensch

Put bounce into the "G" in IIGs with Apple's new IIGs Animation Toolkit. IIGs Systems Wizard Jim Mensch shows how to make your Apple IIGs screen blaze with action.

ATO-04 50 minutes

Apple IIGs Animation Secrets

Leaders: Lane Roth, Chris McKinsey, Bill Heineman

Learn all the hidden secrets of animation from three of the masters of the art. Source code and utilities will be included (bring a blank disk) so that even novice programmers can create stunning animation sequences. Topics covered will include frame-based animation, screen updates, scrolling, and compiled shapes.

ATO-05 50 minutes

Apple IIGs Sound and Animation Question and Answer

Leaders: Lane Roth, Chris McKinsey, Bill Heineman

Do you have specific questions after seeing the earlier sound and animation sessions? This is the time to get the answers. This late evening session will be held in the computer lab for hands on explanations and will lead into the all-night HackFest.

ATO-06 110 minutes

AppleTalk: How to Make the Calls

Leaders: Jim Luther and Dan Strnad

Make sure your application correctly plugs into networks—it's easier than it sounds. Apple II DTS engineers talk about differences between "AppleTalk-friendly" and "AppleTalk-aware," and how to create a multi-launch application.

ATO-07 50 minutes

(Apple)Talkin' 'bout My Generation

Leader: Brian Fitzgerald

Writing "serious" applications isn't the only use for a network. This session will include all the information needed to create a game that runs over the network, and other creative networkable programs. Source code will be provided.

ATO-08 110 minutes

Genesys - In The Beginning

Leader: Kevin Seidule

Genesys is a program that allows you to create and edit resource forks. Source code generation for virtually all Apple IIGs languages is also supported. Users can also take advantage of Genesys by using it to customize those applications that use resources.

ATO-09 50 minutes

Becoming Resourceful

Leader: Shawn Quirk

Resources on the IIGs are good for more than just windows and menu bars. Get the scoop on code resources and more in this workshop.

ATO-10 50 minutes

New Apple II SCSI card

Leader: Matt Gulick

Don't miss seeing Star Wars loading in real time from

a hard disk with Apple's new SCSI card and don't miss hearing about the amazingly simple routine that runs the demo. Apple SCSI engineer Matt Gulick also talks about unscuzzy SCSI extended device support and how to do device-specific calls.

ATO-11 50 minutes

CD-ROM and the Apple II

Leader: Lew Roberts

CD-ROMs and the Apple II? You bet! Get the scoop from the Apple II DTS Engineer who put ProDOS partitions and Apple II data on Apple's Developer CDs. Learn the process of creating a CD-ROM, from choosing the best format, to multiple partitioning, to setting up your data for pressing the CD.

ATO-12 50 minutes

Apple IIGs Media Integration

Leader: Dan Hitchens, Jim Merritt

Learn how to mix video with Apple IIGs graphics and integrate other media into your application. We'll also reveal the treasures of the Apple II Video Overlay Card.

ATO-13 50 minutes

Apple IIGs Programming Tips

Leaders: Jim Merritt, Eric Soldan, Jim Mensch

From the pool of Apple IIGs Engineering's collective experience comes these time-saving programming suggestions for Pascal, C, and 816 environments.

ATO-14 50 minutes

Developing a Large Apple IIGs Application

Leader: Andy Stadler

Apple IIGs Engineer Andy Stadler knows this topic well, having successfully co-authored Apple's full-featured, color HyperCard for the Apple IIGs. Hear what he learned about optimizing high-level code, mixing languages, segment loading, efficient debugging, and other large application development tips.

ATO-15 50 minutes

Advanced Apple IIGs Debugging

Leaders: C.K. Haun, Dave Lyons, Eric Soldan

Hear our "Best-Of" bug-busting tips for the Apple IIGs. Then, combine these tips with what you'll learn about GSbug, GS/OS Snooper, GS/OS Exerciser and other debugging aids. The most elusive bug doesn't stand a chance!

ATO-16 50 minutes

Writing DAs, CDevs, and Inits

Leaders: Don Brady, Matt Deatherage, Dave Lyons

You have a great idea for a DA, CDev, or Init, but which should it be? See examples and hear fundamentals you'll need to know for shaping your product.

ATO-17 50 minutes

Creating Apple IIGs Device Drivers

Leaders: Greg Branche, Matt Gulick, Jim Luther

You asked for it, and here it is—an hour devoted to writing Apple IIGs device drivers. Learn about a driver's internal structure, driver calls to be supported, communication with supervisory drivers, system service calls, and more.

ATO-18 50 minutes

Apple IIGs Font Fantasies

Leader: Mark Collins

This session will include examples of using fonts on the LaserWriter from an Apple IIGs and a discussion of font and Font Manager programming, problems with printing, and enhancements developers would like to see.

ATO-19 50 minutes

Printing and the Apple IIGs

Leader: Eric Soldan

Apple IIGs printing is a snap with "cut and paste" source code that Apple II DTS Engineer Eric Soldan has put together for you. Hear also about custom PostScript. Bring your printing questions!

ATO-20 50 minutes

Toast and the Human Interface

Leader: Matt Deatherage, Ron Lichty

Screens and paradigms, color, graphics and icon design, fonts, modes, consistency, response, keyboard commands—the works to create a pleasing interface for your user.

ATO-21 50 minutes

Working with the Apple IIGs Finder

Leader: Ron Lichty, Don Brady

Apple IIGs Finder experts Lichty and Brady have a lot for you this hour: icon technical tips, all about the installer and script writing, how to work with Finder messages, and Universal Access, the Video Keyboard, and CloseViewGS. Bring your Finder enhancement ideas, please.

ATO-22 50 minutes

Sex, Lies, and File Formats

Leader: Matt Deatherage

Apple's Apple II file type keeper and file format guru leads a discussion on file types, standard formats, file compression, and other "standards" topics near and dear to the Apple II user's heart.

ATO-23 50 minutes

Apple IIGs Programming for the 1990s

Leader: Tim Swihart

Learn about the powerful tools now available for developing Apple II and Apple IIGs products. You'll save dollars and hours, leaving time for the breakthrough creativity that wins awards and contracts. This is a technical survey of tools and utilities such as Macintosh-to-Apple II/Apple IIGs cross-development languages, prototyping tools, and parallel development aids.

ATO-24 50 minutes

Development Languages and Tools from The Byte Works

Leader: Mike Westerfield

Besides discussions on the current and future state of the Orca languages (including OrcaM, OrcaPascal, and OrcaC), this session will introduce DesignMaster, a resource creator and source code generator, and the Learn To Program series.

ATO-25 50 minutes

Developing with Micol Advanced Basic

Leader: Ron Lewin

Find out how to create sophisticated programs that run on both the 8-bit Apple II and the Apple IIGs. It's quite easy with Micol Advanced BASIC. Also covered will be tips and techniques designed to help you get the most out of the premiere compiled BASIC for the Apple II.

ATO-26 50 minutes

HyperStudio

HyperStudio Stack Authoring

Leader: Roger Wagner

Find out how easy it is to create HyperStudio stacks from the ground up. More than just a "point and click" interface, HyperStudio allows you to write complex and complete programs within a very short time.

ATO-27 50 minutes

HyperStudio XCMDs

Leaders: Roger Wagner and Ken Kashmarek

Extending the power of HyperStudio is easy to do using XCMDs. This session is for advanced programmers and will include all the hints and tips necessary to make HyperStudio do virtually anything you want it to.

ATO-28 50 minutes

Cross Development

2-For-1: Parallel Development

Leader: C.K. Haun

We'll step you through source code of a single application that runs on both the Macintosh and the Apple IIGs, highlighting system similarities and differences. With the tools used in this demo—along with the shell used for the sample application—you can develop products in parallel for two large installed bases. Maximize your investment at minimum cost!

ATO-29 50 minutes

Working With The Enemy

Leaders: John Miller, Walker Archer

Code portability is the issue here. By creating code that can run on more than one machine with little (or no) modification, you can expand your market with little extra effort. Included is a demonstration of a graphics interface that allows close to 100 per cent portability between Apple II and MS-DOS machines.

ATO-30 50 minutes

Dynamo & Pizzazz

Leader: Eric Soldan

Two 8-bit development packages: Apple II DTS Engineer Eric Soldan describes his 8-bit cross development system for Apple II developers. Then Eric takes off his Apple hat to talk about 8-bit graphics utilities he developed before joining Apple.

ATO-31 50 minutes

8-Bit

Apple II and ProDOS 8 Update

Leader: Matt Deatherage

At least one nice surprise awaits you in this 8-bit system software update.

ATO-32 25 minutes

Sessions subject to change / Tapes available after July 23

8-Bit Development Environments

Leader: Jerry Kindall

The 8-bit Apple II is alive and well, and this session will help you decide what development environment is best for you. Included will be information on, or demonstrations of, almost all available 8-bit development platforms.

ATO-33 50 minutes

Applesoft With Fangs: Using MD-BASIC

Leader: Morgan Davis

Programming in Applesoft has often been an exercise in frustration and humility. By using MD-BASIC, you get the power that many enhanced BASICs give you (including a great development environment and structured programming), yet you still get the Applesoft commands and source code that you're familiar with.

ATO-34 50 minutes

Debugging the 8-bit Apple

Leader: Charles Kelly

Stop staring at your code with a glazed look in your eyes. Stop sacrificing productivity and find out how to track down even the most insidious bug. This session includes a demonstration of the ProDev DDT debugger and a group discussion on debugging techniques.

ATO-35 50 minutes

Stalking the Elusive Auxmem

Leader: Mark Larson

Don't let Auxmem go to waste when programming the 8-bit Apple II. This session will show you how to use that valuable real estate both directly and with built-in routines. Source code will be provided that shows how to load programs into Auxmem, bank switching, and more.

ATO-36 50 minutes

Relational Database Power: Development Systems for DB Master

Leader: Barney Stone

A high-performance relational DBM for the Apple II? You bet! Included is information on the relational capabilities of DB Master, its Basic Programmer's Pak (which lets you access DB Master files from Applesoft), and its Developer's Pak and Run-Time Program, a custom application development system.

ATO-37 50 minutes

UltraMacros

UltraMacros for the Discriminating Developer

Leader: Randy Brandt

Brandt says this session will "...expound upon the joys inherent within controlling AppleWorks 3.0 utilizing the non-random collection of bytes commonly known as TimeOut UltraMacros. Favoring the virtuoso over the novitiate, I contemplate focusing on 6502 assembly language extensions to the rudimentary parance."

ATO-38 50 minutes

UltraMacros Programming for Developers

Leader: Todd Novakofski

This session is geared toward the professional developer who wants to create UltraMacros-based products for sale. Using AppleWorks and UltraMacros allows you to create "custom" programs without reinventing the wheel every time.

ATO-39 50 minutes

Running AppleWorks

Routines from UltraMacros

Leader: Bockelman

Claris has made public documentation for AppleWorks that includes entry points for many of AppleWorks' internal routines. TimeOut UltraMacros provides a platform from which programmers can run many of these routines. This session shows you how to do it. Examples will include the use of AppleWorks' nested filecard menus and horizontal bar menus, which allow a programmer to design customized functions that a user can select using the familiar AppleWorks interface. Tips for managing complicated sets of macros will also be shared.

ATO-40 50 minutes

Marketing

Marketing for Small Developers

Leader: Ross Lambert

All aspects of software marketing will be covered in this session, including product planning, marketing channels, venture capital (complete with names and numbers of venture capital firms), ad preparation, and public relations.

ATO-41 50 minutes

How To Turn Your Software Into Cash

Leaders: Jay Wilbur, Ross Lambert, Jay Jennings, Eric Mueller

Find out what buyers are looking for and what sellers should know. Two buyers and two sellers will slug it out in debate style in order to tell you, the audience, what to do and what to look out for. A question and answer period will follow.

ATO-42 50 minutes

Finding the Road to Fame and Fortune

Leaders: Walker Archer, Gary Morrison, D. Proni

This session will provide different points of view on the process of developing and publishing software. The leaders will cover topics such as doing market research, software and documentation development, and beta testing.

ATO-43 50 minutes

Other

Laser Computer and the Future of Apple II Technology

Leaders: Larry Barnes, Michael Wagner, Russ Gibson

The Laser 128 continues to expand into new markets. In the 1990s, it will be more important than ever to make sure your products are "Laser ready." Russ Gibson, key developer of Laser 128 firmware and of Copy II Plus, will discuss ways to ensure the compatibility of your application and pitfalls to avoid. Laser representatives will discuss key parts of their marketing strategy for their Apple-compatible computers.

ATO-44 50 minutes

Extending the Life of the Apple II

Leader: Vidar Jorgensen

This will be a brainstorming session to develop ideas and marketing programs to extend the life of the Apple II family of personal computers. We want to look at all types of co-op programs and strategies that might be of mutual interest to people with a stake in the Apple II family. This session's leader will be Vidar Jorgensen, who heads the company that produces AppleFest.

ATO-45 50 minutes

Computing for the Handicapped

Making your programs available to the handicapped user can open another market segment for you. Included in this session are ideas for program implementation and information on the hardware and software products available for the handicapped user.

ATO-46 50 minutes

Where to go for Apple Technical Information

Leader: Jim Luther

A roundup of Apple's Apple II technical material and a roadmap where to shop. (Jim promises he'll have a few new goodies, so pack blank disks.)

ATO-47 25 minutes

Online Resources for Programmers

Leader: Eric Mueller

This will be a panel discussion aimed at helping you make the most of GENie, CompuServe, America Online, Bix, and Delphi. Find out how to get the answer to your most infuriating technical question, how to find beta testers, and even how to find employment via your phone line.

ATO-48 50 minutes

BBS Design and Operation

Leader: Morgan Davis

Everything you ever wanted to know about creating your own Bulletin Board System (BBS) by the author of the ProLine BBS. Pitfalls, problems, and paths of running your own BBS will also be discussed.

ATO-49 50 minutes

Computing in the USSR

Leader: Al Martin

This session includes a slide presentation on the use of Apple II clones—the Pravetz 8A—in the Soviet Union. Martin will also include information on software developer contacts for those programmers wishing to do business in the Soviet Union.

ATO-50 50 minutes

Tape Prices

Select the tapes you want and order by number and name.

number of tapes	price	price/each
1	\$7	\$7.00
6	\$34	\$5.66
12	\$64	\$5.33
25	\$124	\$4.96
all 50	\$199	\$3.98

Subscriptions, Back Issues, Ordering Information

Ordering Information

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If you received this catalog without a self-mailer, write your order on a plain sheet of paper and send it to:

A2-Central
P.O. Box 11250
Overland Park, KS 66207

or call us:

Voice: 913-469-6502

Fax: 913-469-6507

Subscriptions

The expiration date of your current subscription is shown on our self-mailer to the right of your name ("last issue").

We offer one-, two-, and three-year subscriptions to the paper-only version of **A2-Central**, to a paper-plus-3.5-disk version of **A2-Central**, and to the 3.5-disk based **Stack-Central**.

	A2-Central	newsletter only	newsletter & 3.5 disk
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The **Full-Text on Disk** version of our back issues is shipped on 3.5 disks and takes up about 4 megabytes of hard disk storage. Use with full-text search software.

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IN-001	Day: The Hacker (novel)	(see 3/90)	\$3.95
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